

CHRISTMAS

A STRAIGHT TALK ON PIANO BUYING

I have recently taken the agency for the SCHMOLLER & MUELLER line of high grade pianos for several reasons. They manufacture the famous line of SCHMOLLER & MUELLER PIANOS. In addition to this they handle the STEINWAY & SONS, STEGER & SONS, EMERSON, McPHAIL, HARDMAN, MEHLIN and twenty-three other well known makes. This gives me the agency for all of the best known and highest grade makes of pianos manufactured. I am now in a position to suit you, both in quality and price. On my floors today you will find pianos of different makes ready to be shown to you and ready for delivery before Christmas.

The buying of a piano at this time is of much less import than formerly. Prices have been reduced to a point where it is quite possible for every family to have one in their home. Music is no longer considered an accomplishment for the rich, but has become a part of the curriculum of modern education. The placing of a piano in your home emphasizes the fact that your family has reached that point of higher education, higher culture, and is developing a taste for those things which make life more pleasant and enjoyable. It means that you can properly entertain your friends when they call, it means that your family and children will have more of that pleasure out of life which is every person's due. The home with music in it is infinitely more congenial than one in which the sweet sounds of music do not prevail.

The question is not "Shall I buy a piano" but "What piano is the best to purchase." The matter of selecting a piano is of more than ordinary importance for the reason that the average person buys but one in a life-time. There is nothing in the home that so conspicuously and pointedly reflects the taste of its purchaser as the piano.



You should buy a SCHMOLLER & MUELLER piano because only the choicest materials are used in its construction, giving it great solidity. The cases are beautiful and chaste; they are artistic; all cases are double veneered. The woods used in their construction are the most exquisite to be found and are carefully selected. The finish is the height of perfection. Every piano before leaving the factory has gone thru the hands of experts in every department. The carvings are all strictly hand work—not machine pressed. The metal frame is of special design, extra strength, a composite of steel and bell metal. The pin block, a very important part of the instrument, is of eight-ply Adirondack hard maple. The sounding board is made of selected Vermont spruce scientifically constructed. The strings are made of the most expensive imported steel, the renowned "Pohlmann" strings, used in all strictly high-grade pianos. The action of the SCHMOLLER & MUELLER PIANO is the improved double repeating, elastic and responsive. The scale is the nearest approach to the ideal of perfection. The tone is full, round, sympathetic and refined. The keys are made from the first grade of ivory and will always hold their color. SCHMOLLER & MUELLER PIANOS are made in different styles and grades at different prices. They are sold on very easy terms, within the reach of everyone.

Every SCHMOLLER & MUELLER PIANO is sold with the unreserved twenty-five year guarantee. I back every piano I sell with my personal guarantee and a reputation for fair and honest dealing in Alliance for years. You are invited to call at my music store, 116 West Fourth Street, Alliance, and see the new pianos which have just arrived. Come while the line is complete.

IDA M. ROSS

116 WEST FOURTH STREET

ALLIANCE, NEBRASKA



Join the Christmas Reunion by Telephone

Christmas calls us back to the old home for the family reunion and the big dinner.

It is a day when we should make every effort to join the old folks at home, to renew friendships and enjoy the relaxation the day affords.

Many of us, because of the stress of business and social affairs, must forego the pleasure of the Christmas trip home.

To all, however, the Bell Telephone offers a means of sending home greetings, good wishes, friendliness and cheerfulness.

The telephone takes us back to the reunion for a few minutes and relieves the disappointment of not being there in person.



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